



Pure-In: Exploring Customer Satisfaction Performance to Increase Repurchase Intentions

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Abstract

Research Aim: This study analyzes the influence of trust, promotion, e-service quality, and convenience on repurchase intention, with consumer satisfaction as an intervening variable.

Approach: This study uses a quantitative method with path analysis analysis techniques. Samples were taken using purposive sampling techniques of 100 consumers.

Research Findings: The results of the first part of the analysis show that Trust, Promotion, E-Service Quality, and Convenience have a positive and significant effect on customer satisfaction. The second part of the study, namely Trust, Promotion, E-Service Quality, and Convenience, has a large and positive effect on repurchase intention. Consumer satisfaction has a significant and positive effect on repurchase intention.

Theoretical Contribution: This article is very relevant for future research that focuses on optimizing consumer experience in e-commerce, especially in integrating psychological, technological, and marketing aspects to create consumer satisfaction and loyalty.

Practical Implications: E-commerce can prioritize the factors in this study to increase consumer satisfaction and repurchase intention.

Research Limitations: This study only focuses on certain variables, so future research can add external variables such as economic conditions, etc.

Keywords : trust, promotion, e-service quality, easiness, customer satisfaction, repurchase intention



Abstrak

Tujuan Penelitian : Penelitian ini bertujuan untuk menganalisis pengaruh kepercayaan, promosi, kualitas layanan elektronik, dan kemudahan terhadap niat beli ulang, dengan kepuasan konsumen sebagai variabel intervening.

Pendekatan : Penelitian ini menggunakan metode kuantitatif dengan teknik analisis jalur. Sampel diambil dengan teknik *purposive sampling* sebanyak 100 konsumen.

Temuan Penelitian : Hasil analisis bagian pertama menunjukkan bahwa: Kepercayaan, Promosi, Kualitas E-Service, dan Kemudahan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Sedangkan kajian bagian kedua yaitu Kepercayaan, Promosi, Kualitas E-Service, dan Kemudahan berpengaruh besar dan positif terhadap minat beli ulang. Kepuasan Konsumen berpengaruh signifikan dan positif terhadap niat beli ulang.

Kontribusi Teoritis: artikel ini sangat relevan bagi penelitian di masa depan yang fokus pada optimalisasi pengalaman konsumen di e-commerce, terutama dalam mengintegrasikan aspek psikologis, teknologi, dan pemasaran untuk menciptakan kepuasan dan loyalitas konsumen.

Implikasi Praktis : E-commerce dapat memprioritaskan faktor – faktor dalam penelitian ini untuk meningkatkan kepuasan dan niat beli ulang konsumen.

Keterbatasan Penelitian : penelitian ini hanya fokus pada variabel tertentu, sehingga penelitian mendatang dapat menambah variabel eksternal seperti kondisi ekonomi, dll.

Introduction

At this time, information technology has developed very quickly, and the digital world has changed how humans do things. The critical role of information technology in various



aspects of people's lives has become apparent. Information technology has increased efficiency and productivity by removing time, space, and distance boundaries. The trading industry has undergone many transformations. This is due to rapid advances in communication and information technology, such as the Internet, and technological advances used by people, organizations, and industries worldwide. Some stakeholders will take advantage of this event as a business opportunity; they will open e-commerce stores and buy and sell goods and services through electronic technology (1). Almost every aspect of human life has been equipped with electronic information and communication technology. In the end, this resulted in the emergence of new markets that have driven a shift in the economic system of society from a conventional economy centered on the manufacturing industry towards a digital economy centered on information, intellectual creativity, and knowledge, which is also known as the creative economy (2). This information technology has affected every aspect of human life, including how humans carry out trade transactions. A marketplace is a trading mechanism that uses information technology (3). Marketplace is an online platform that allows many sellers and buyers to transact with each other. Marketplaces can be analogous to traditional virtual markets (4).

In 2018, Tokopedia, Bukalapak, and Shoppe were Indonesia's most extensive online stores, with a transaction value of US\$ 5.9 billion. This value is projected to continue to increase until it reaches US\$ 37.45 billion in 2023. PT Tokopedia is an Indonesian-based technology company founded by William Tanuwijaya and Leontinus Alpha Edison on February 6, 2009 (5). PT Tokopedia first received funding from PT Indonusa Dwitama. Then in the following years, the company obtained funding from international venture capitalists such as East Ventures (2010), CyberAgent Ventures (2011), Netprice (2012), and Soft Bank Ventures (2013) (6). In 2018, Alibaba Group and Softbank Vision Fund provided funds of 1.1 billion for PT Tokopedia. (7). Indonesia's enormous number of internet users, which reaches 175.2 million people, or around 64% of the total population, is the primary driver of the growth of the marketplace sector, which must address some critical issues. One of them is the protection of users' data (8).

More small and medium enterprises (MSMEs) are emerging in Indonesia due to the COVID-19 pandemic. The number of sellers on the Tokopedia platform increased from 7.2 million in January 2020 to more than 10 million in 2021. According to Ekhel Chandra Wijaya, Senior Lead External Communications at Tokopedia, "Tokopedia is committed to #AlwaysThereAlwaysCan make it easier for people to meet their needs and create opportunities through technology. "Understanding market trends is very important in building a business, especially amid a pandemic. Tokopedia shares several exciting findings about product sales trends that can be an inspiration for other businesses. 1) Food and Drink— Towards the end of 2020, the food and drink category became one of the most popular categories on Tokopedia, with transactions increasing threefold. 2) Beauty and Personal Care: Tokopedia's Beauty category saw sales almost double towards the end 2020. 3) Plants and Garden Tools: Tokopedia's Garden subcategory increased more than fourfold throughout 2020 compared to 2019; this may be an inspiration for business in 2021. 4) Sports Products: Selling various products that support popular sports hobbies can also be a good business idea. 5) Painting Equipment: Sales of products such as painting equipment in the Office & Stationery subcategory of Tokopedia almost doubled during 2020.(9)

Trust is a feeling of confidence that arises when you are sure of something and can be relied upon. Trust plays an important role in online media because there is no face-to-face



conversation. Therefore, consumer trust in sellers and online websites is most important (10). Trust can increase consumer satisfaction when consumers feel confident in an online buying and selling website so that consumers are not worried about the perceived risks. No worries, it can increase consumer satisfaction. According to research conducted Dewi, S. P. M. & Atiningsih, (2019) which states that trust affects consumer satisfaction. The promotion strategy is one of the most important weapons to inform consumers about the products and services offered by the company. The more companies continuously promote, the more consumers will try the products or services offered to create offers. Promotion, namely publicizing newly produced products or services, publicizing the existence, characteristics, or use of a product or service, or announcing specific marketing policies such as bonuses or discounts through advertisements (11). Promotion is one of the critical elements of the marketing mix. There are various incentive tools for promotion, most of which are short-term incentives. They encourage customers to speed up how they buy or increase the volume of goods and services sold. The promotion has a significant influence on customer satisfaction. With promotions, consumers feel they have advantages and are happy, so satisfaction arises (12). This follows research conducted by (12,13), which state that promotions affect consumer satisfaction.

An electronic platform service, E-Service Quality, is used to purchase and deliver goods and services efficiently and effectively (12). Service quality can affect customer satisfaction. The higher the level of service quality, the more satisfied the customer will be. Customers are delighted when the ability and quality of service approach or exceed the desired service level, so they can repurchase something and remain loyal to the company (12). This follows research (12,14). Moreover, (15) states that e-service quality affects consumer satisfaction. Ease is determined by how confident a person is that implementing a particular system can reduce the effort needed to do something (16). The better the perception of easiness, the consumer will continue to be satisfied. Consumers must first feel satisfied so that they intend to shop again. Clear and easy-to-use websites make consumers happy when shopping online because product information is easy to find. Therefore, e-commerce actors must first satisfy consumers because they can intend to buy back online (16). This is according to research conducted by (13,16–18), which state that perceived easiness influences consumer satisfaction.

When customers buy goods or services, they trust them. Trust is the cognitive component of psychological factors derived from evidence, recommendations, authority, and intuition (19). With this trust, consumers believe that some products and services are purchased, making it possible to repurchase them. This follows research (10,20) which states that trust influences repurchase intention. Promotion is the key to the marketing mix. Various promotional incentive tools are used to encourage consumers to increase purchases or the volume of goods and services sold (12). Repurchase or repurchase intention arises after an alternative assessment process, in which consumers make decisions regarding the product or service purchased, brand, or interests. Therefore, the use of the right promotion strategy can motivate to buy. In addition, promotional strategies also increase consumer motivation to repurchase and benefit consumers (11). Promotion is a way to attract consumers by showing and describing the products or services of a company. The promotion can be in the form of giving vouchers, price discounts, cashback, and mini-games in which consumers will be given gifts later. The more attractive the promotions carried out by a company, the greater the consumers' attention to buying a product or service. If the product or service description matches what is being promoted, consumers will be interested in repurchasing it. This is



following research (11); (12), and (13), which states that promotions affect repurchase intention.

Farisal states that e-service quality is defined as an effort to meet customer needs by fulfilling their needs correctly to meet customer expectations and satisfaction (21). With e-service quality, it makes it easier for consumers to submit complaints about products or services. For this reason, e-service quality is essential in influencing consumer repurchase intentions. The more e-service quality customers get in buying good products or services, it can attract new consumers and customer repurchase interest. Where according to research (22), (14), (12), (15), (23), (24) which states that e-service quality influences repurchase intention. Ease, as a reflection of how confident a person is about the feasibility of using a particular system, will reduce the effort spent running something and determine how easy it is to use it (16). The ease consumers feel in buying or using a product or service can encourage consumer repurchasing interest. The greater the perception of easiness, the greater the consumer's repurchase intention. One of the factors driving customer satisfaction is easiness, where customers feel satisfied because the product is obtained easily, effectively, and efficiently. Consumers who are satisfied with their products or services can attract repurchase intention (17). This is according to research (16), (17), (18), (13) which states that easiness affects repurchase intention. *Customer satisfaction* is an after-purchase evaluation that shares the results in which the chosen choice meets or exceeds the customer's expectations. Therefore, customer satisfaction is the customer's reaction to deviations that occurred before purchase and customer satisfaction and dissatisfaction with actual performance evaluations after use. (25). When consumer satisfaction increases, consumers will be interested in making repeat purchases. Consumer satisfaction encourages repeated purchases in the future (20), which is following research conducted by [11, 20] which states that consumer satisfaction affects repurchase intention.

Statement of Problem

The most recent case of personal data leakage in Indonesia occurred in early May 2020. It happened on the Tokopedia trading platform. About 91 million Tokopedia user accounts were hacked and purchased for US\$ 5,000 on the dark web. This data breach began with the Whysodank hack on March 20, 2020. The Whyosodank account revealed the results of the hack on the Raid Forum on Saturday, May 2, 2020. On the same day, the account @underthebreach, which claims to be in charge of monitoring and preventing data leaks from Israel, tweeted on Twitter about the hacking of Tokopedia accounts. According to the tweet, the account @underthebreach stated that the personal data of about 15 million accounts was hacked. All personal data, including full name, date of birth, gender, phone number, password, and user ID is still hashed or encrypted. Whysodank announced on a dark web forum called EmpireMarket on Sunday, May 3, 2020, that he had sold all 91 million data of Tokopedia users (26).

Research Objectives

Based on the preliminary presentation and research problems mentioned above, this study aimed to analyze the effect of trust, promotion, e-service quality, and easiness on repurchase intention, with consumer satisfaction as the intervening variable.

Method

In this study, there are independent variables consisting of Trust (X1), Promotion (X2), E-Service Quality (X3), and Easiness (X4), then the intervening variable is Consumer Satisfaction (Y1), and the dependent variable is Repurchase Intention (Y2). The population of



this research is Tokopedia consumers who are domiciled in Central Java. The sampling method uses purposive sampling to determine the sample with the following criteria, namely, (1) Consumers who purchase goods at Tokopedia, (2) Tokopedia consumers who are domiciled in Central Java, (3) Consumers aged 17 years and over are considered to be able to make decisions for repeat purchases and can make purchases on Tokopedia. This research multiple linear regression as analytical tool to test the hypothesis using the t-test, F-test, coefficient of determination test, and intervening test. (27).

Results and Discussion

Validity test

The validity test is used to measure the validity of the indicator as a variable measuring tool. The validation test is carried out by comparing the calculated r value and the r table value. Where the calculated r-value is obtained using the Pearson product-moment correlation, namely by correlating the results of the answers in each question with the value of the number of respondents' answers, while the r table is obtained with $df = n$ (sample - 2), so $100 - 2 = 98$ with a significance of 0 .05 then the two-sided r table is 0.197. The provisions are that if the r count exceeds the r table, the indicator is valid. The results of the validity test for each indicator in each variable can be seen in Table 1.

Table 1. Validity Test Results

Variable	Indicators	r count	r table	Result
Trust	Ability	0,712	0,197	Valid
	Integrity	0,736	0,197	Valid
	Benevolence	0,601	0,197	Valid
Promotion	Inform	0,677	0,197	Valid
	Persuade	0,610	0,197	Valid
	Remind	0,563	0,197	Valid
E-Service Quality	Reliability	0,675	0,197	Valid
	Privacy	0,521	0,197	Valid
	Responsiveness	0,636	0,197	Valid
Easiness	Clear and easy to understand website	0,617	0,197	Valid
	Does not require excessive effort	0,627	0,197	Valid
	Easily find the information needed	0,643	0,197	Valid
	Easy to use	0,621	0,197	Valid
Consumer Satisfaction	Conformity with customer expectations	0,476	0,197	Valid
	Willing to recommend to others	0,612	0,197	Valid
	Interested in visiting again	0,202	0,197	Valid
Repurchase Intention	First choice	0,712	0,197	Valid
	Make a return transaction or repurchase	0,700	0,197	Valid
	Recommend to other consumers	0,675	0,197	Valid

Source: Processed primary data, 2023

The value of the r count in Table 1 for each indicator is greater than that of the r table. This shows that the variable indicators of Trust, Promotion, E-service quality, Easiness, Customer Satisfaction, and Repurchase Intention are declared valid to be used as variable measuring instruments.

Reliability Test

This test is used to measure the level of reliability of the questionnaire when used again as a variable measuring tool. Where there is consistency in the various elements of the instrument



from time to time, it shows the level of reliability of the questionnaire to become a variable measuring tool. This test uses Cronbach's alpha; that is, if the value of Cronbach's alpha is more significant than 0.60, the questionnaire is declared reliable, which can be seen in Table 2.

Table 2. Reliability Test Results

Variables	Hasil Cronbach's alpha	Reliability Standards	Results
Trust	0,824	0,60	Reliable
Promotion	0,776	0,60	Reliable
E-Service Quality	0,773	0,60	Reliable
Easiness	0,808	0,60	Reliable
Consumer Satisfaction	0,606	0,60	Reliable
Repurchase Intention	0,834	0,60	Reliable

Source: Processed primary data, 2023

Table 2 shows all indicators of Trust, Promotion, E-service quality, Easiness, Customer Satisfaction, and Repurchase Intention are declared reliable with Cronbach's alpha value above 0.60.

Classic assumption test

This classic assumption test is carried out for studies that use multiple regression analysis techniques. The classic assumption test consists of normality, heteroscedasticity, and multicollinearity tests. (1) The normality Test uses the Kolmogorov-Smirnov test for unstandardized residual values; that is, with a sig greater than 0.05, it can be stated that the regression model is normally distributed. The results of the normality test show that the sig. Unstandardized residual one is 0.595, and unstandardized residual two is 0.512. Where is the significance greater than 0.05, which means the regression model is normally distributed. (2) The Heteroscedasticity Test tests whether there is no heteroscedasticity problem in the regression model; namely, there are differences in variance and residuals from one observation of the regression model to other observations. This test uses the Glejser test, namely with sig. Greater than 0.05, the regression model does not occur heteroscedasticity. The results of the heteroscedasticity test 1 showed that the sig. The trust of 0.080, the value of sig. Promotion of 0.829, the value of sig. E-service quality of 0.531, and a sig. Easiness of 0.079. Where is the sig. Greater than 0.05, the regression model does not have heteroscedasticity. Heteroscedasticity test 2 results show that sig. The trust of 0.513 sig. Promotion as significant 0.815, sig. E-service quality is 0.074, the significant Easiness is 0.915, and the significant Consumer Satisfaction is 0.641. Where a significantly large 0.05 means the regression model No happen heteroscedasticity. (3) Multicollinearity test 1 is used To determine whether the regression model doubles. No multicollinearity problem occurs that is a strong correlation between variable independent. Each tolerance value variable is independent above 0.1, and the VIF value is below 10. Multicollinearity Test 2 Results trust, promotion, e-service quality, Easiness, and Consumer Satisfaction No strong correlation or multicollinearity.

Multiple Regression Analysis

Table 3. Regression Results

Trust , Promotion , E-Service Quality, and Easiness To Consumer Satisfaction

Standardized Coefficients



Model	Beta	t	Sig.
1 (Constant)		-.599	.551
Trust	.351	11011	.000
Promotion	.246	6,923	.000
<i>E-Service Quality</i>	.164	2085	.040
Easiness	.577	15,319	.000

a. Dependent Variable: Consumer Satisfaction
Source : Processed primary data , 2023

Based on from results, a regression can make equality as follows:

$$Y_1 = 0.351 X_1 + 0.246 X_2 + 0.164 X_3 + 0.577 X_4$$

Results of the second multiple regression analysis Trust, Promotion, *E-Service Quality*, Easiness, and Consumer Satisfaction To Repurchase Intention can see the results in Table 4.

Table 4. Regression Results
Trust , Promotion , *E-Service Quality*, Easiness and Consumer Satisfaction To Repurchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4.965	.551		-9.019	.000
Trust	.252	.053	.219	4.772	.000
Promotion	.228	.053	.179	4.296	.000
<i>E-Service Quality</i>	.134	.042	.096	3.192	.002
Easiness	.397	.066	.406	6.053	.000
Consumer Satisfaction	.479	.140	.337	3.437	.001

a. Dependent Variable: Repurchase Intention
Source : Processed primary data , 2023

Based on from results, a regression can make equality as follows:

$$Y_2 = 0.219 X_1 + 0.179 X_2 + 0.096 X_3 + 0.406 X_4 + 0.337 Y_1$$

t-test

t-test results, Trust, Promotion, *E-service quality*, Easiness to Consumer Satisfaction state that respectively variable significant and hypothetical accepted because own each sig. below 0.05. t-test results, Trust, Promotions, *e-service quality*, Easiness, Consumer Satisfaction to Repurchase Intention state that respectively variable significant and hypothetical accepted because own each sig below 0.05.

Model fit test

Test it used for see Good or whether or not the regression model used in the study this. Testing This uses coefficient determination and test – F.

Coefficient Determination



Coefficient determination is used to see the independent variable's ability to explain the dependent variable. Coefficient Results Determination Trust, Promotion, *E-Service Quality*, and Easiness to Consumer Satisfaction. The result can be seen in table 5.

Table 5.
Coefficient Results Determination
Trust , Promotion , *E-Service Quality*, and Easiness To Consumer Satisfaction
Summary Model ^b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.967 ^a	.934	.932	.417

a. Predictors: (Constant), Ease , *E-Service Quality* , Trust , Promotion

b. Dependent Variable: Consumer Satisfaction

Source : Processed primary data , 2023

Adjusted R Square value of 0.932. this result shows trust, promotion, *e-service quality*, and Easiness capable explain satisfaction among consumers of 93.2% (0.932 x 100%), meanwhile of 6.8% (100% - 93.2%) Consumer Satisfaction described by outside variables trust, promotion, *e-service quality*, and Easiness. Coefficient Result Determination Trust, Promotion, *E-Service Quality*, Easiness, and Consumer Satisfaction To Repurchase Intention. The result can see in Table 6.

Table 6
Coefficient Results Determination
Trust, Promotion , *E-Service Quality*, Easiness and Consumer Satisfaction To Interest Buy Repeat
Summary Model ^b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.970 ^a	.941	.938	.567

a. Predictors: (Constant), Consumer Satisfaction, *E-Service Quality*, Trust , Promotion , Easiness

b. Dependent Variable: Repurchase Intention

Source : Processed primary data , 2023

Adjusted R Square value of 0.938. this result shows trust, promotion, *e-service quality*, Easiness, and Consumer Satisfaction capable explain Repurchase Intention of 93.8% (0.938 x 100%), meanwhile of 6.2% (100% - 93.8%) Repurchase Intention explained by variables outside trust, promotion, *e-service quality*, Easiness, and Consumer Satisfaction.

F-Test

The F test was used To test the regression model at the sig level. = 0.05. Test Results - F Trust, Promotion, *E-Service Quality*, and Ease To Consumer Satisfaction. For result can be seen in table 7.

Table 7.
Test Results - F Trust , Promotion , *E-Service Quality*, and Ease To Consumer Satisfaction
ANOVA ^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	235,594	4	58,899	338,789	.000 ^a
	residual	16,516	95	.174		
	Total	252.110	99			



ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	235.594	4	58.899	338.789	.000 ^a
	Residual	16.516	95	.174		
	Total	252.110	99			

a. Predictors: (Constant), Ease , *E-Service Quality* , Trust, Promotion

b. Dependent Variable: Consumer Satisfaction

Source : Processed primary data, 2023

The F-test results were 338.789 with a sig of 0.000, small from 0.05. this means regression model trust, promotion, *e-service quality*, and Easiness to satisfy consumers who are already Good or fit. Test Results F Trust, Promotion, *E-Service Quality*, Easiness, and Consumer Satisfaction To Repurchase Intention seen in table 8.

Table 8

Test Results - F Trust , Promotion , *E-Service Quality*, Easiness and Consumer Satisfaction To Repurchase Intention

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	480,378	5	96,076	298,924	.000 ^a
	residual	30,212	94	.321		
	Total	510,590	99			

a. Predictors: (Constant), Consumer Satisfaction, *E-Services Quality*, Trust, Promotion, Easiness

b. Dependent Variable: Repurchase Intention

c. Source : Processed primary data , 2023

F-test results of 298.924 with a sig of 0.000 or more small from 0.05. this mean regression model trust, promotion, *e-service quality*, Easiness and Consumer Satisfaction to Repurchase Intention already good or fit.

DISCUSSION

Trust Influences Consumer Satisfaction

The hypothesis test results stated that trust has a positive and significant effect on consumer satisfaction. This is according to research conducted by Dewi, S. P. M. & Atiningsih, (2019) which means that Tokopedia can build consumer trust, reducing consumer concerns about online shopping risks so that consumers have no doubts and will feel satisfied shopping at Tokopedia.

Promotion Affects Consumer Satisfaction

The results of hypothesis testing stated that promotions had a positive and significant effect on consumer satisfaction. This is according to research conducted by Sulistiowati, Y. & Chan, (2021) and Fiona, D. R. & Hidayat, (2020). Tokopedia promotions are made as attractive as possible so consumers feel satisfied shopping at Tokopedia. Such as free shipping promos and discount vouchers and other attractive promos for every twin date or special day.



E-Service Quality Influences Consumer Satisfaction

The results of the hypothesis test stated that e-service quality has a positive and significant effect on customer satisfaction. This is in accordance with research (12) and (15) E-service quality or the quality of internet-based services is what consumers really need when shopping online, such as shopping at Tokopedia. Through this, consumers can see the level of satisfaction of previous consumers who have shopped at Tokopedia easily.

Easiness Influences Consumer Satisfaction

The results of the hypothesis test stated that Easiness had a positive and significant effect on consumer satisfaction. This is according to research conducted by Basyar, K. & Sanaji, (2016), Palma, M. A. & Andjarwati, (2016), Sulistiowati, Y. & Chan, (2021) and Agrhiantika & Rosha, (2021) Easiness can affect consumer satisfaction, with the Easiness of Tokopedia consumers who used by users such as easy to find the product you are looking for, easy to make a purchase transaction will make its own customer satisfaction.

Trust Influences Repurchase Interest

The results of the hypothesis test stated that trust had a positive and significant effect on repurchase intention. This is in accordance with research Dewi, S. P. M. & Atiningsih, (2019) and Wingsati, W. E. & Prihandono, (2017) This shows that Tokopedia is able to build consumer trust which reduces consumer concerns about risks in shopping online so that consumers do not hesitate to buy or buy again at Tokopedia.

Promotion Affects Repurchase Interest

The results of the hypothesis test stated that promotion had a positive and significant effect on repurchase intention. This is in accordance with research Sri Murwanti & Pratiwi, (2017) can attract consumers. For this reason, Tokopedia has various promotional strategies, such as promos on special days by giving free shipping vouchers, discounts and other attractive vouchers. With these various promos, it can attract consumers and even make consumers interested in buying again.

E-Service Quality Influences Repurchase Intention

The results of the hypothesis test stated that e-service quality had a positive and significant effect on repurchase intention. According to research Rohwiyati, R., & Praptiestrini, (2019), Elisa, (2020), Fiona, D. R. & Hidayat, (2020), Hikmah, A. N. & Riptiono, (2020), E-service quality is an important thing needed by e-commerce, one of which is Tokopedia. Where can influence consumer repurchase intention. Here consumers can easily find out and free reviews from consumers of these products.

Easiness Influences Repurchase Intention

The results of the hypothesis test stated that Easiness had a positive and significant effect on repurchase intention. This is according to research Basyar, K. & Sanaji, (2016), Palma, M. A. & Andjarwati, (2016), Agrhiantika & Rosha, (2021), Sulistiowati, Y. & Chan, (2021), Easiness is an effort to do something without requiring more effort, with ease can affect repurchase intention. Where it is easy for consumers to operate the Tokopedia application, it makes consumers always interested in using it.

Consumer Satisfaction Influences Repurchase Intention

The results of hypothesis testing stated that consumer satisfaction has a positive and significant effect on repurchase intention. These results are consistent with research conducted by Rohwiyati, R., & Praptiestrini, (2019), Sulistiowati, Y. & Chan, (2021), Salsabila et al., (2022). With consumer satisfaction, this can affect repurchase intentions. Tokopedia consumers who are satisfied with using Tokopedia will feel like they will always use it.

Intervening Test

The intervening test is used to prove the influence of trust, promotion, e-service quality, and convenience on repurchase intention through consumer satisfaction as an intervening. The basis of the intervening test is the results of the regression coefficient and will be depicted as in the following figure 1.

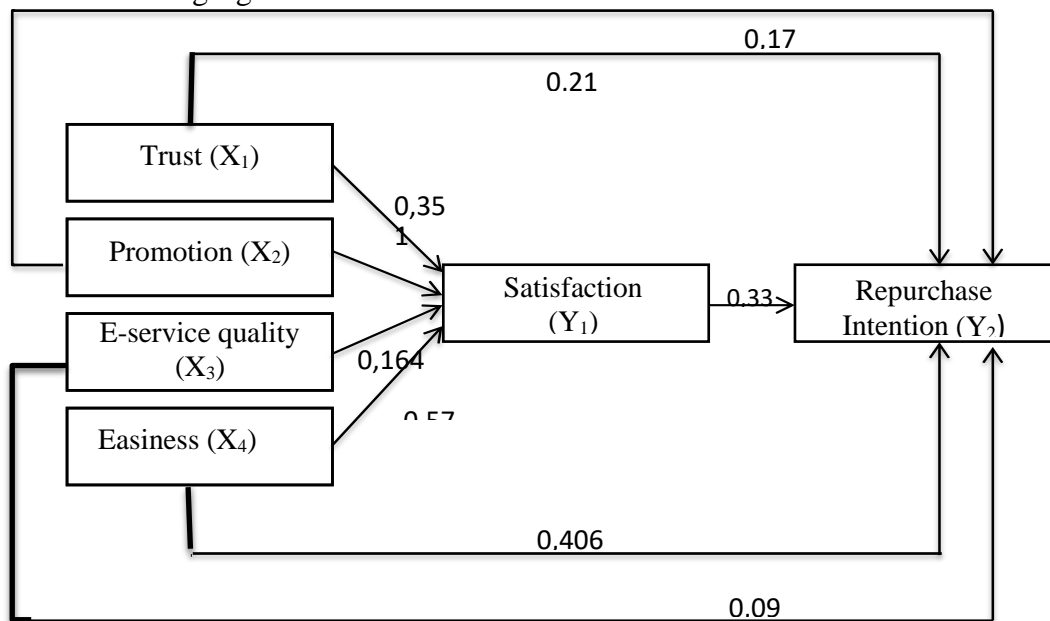


Figure 1. Intervening Test of Trust, Promotion, E-Service Quality, and Convenience on Repurchase Intention with Consumer Satisfaction as the Intervening Variable

Equation I

$$Y_1 = 0,351 X_1 + 0,246 X_2 + 0,164 X_3 + 0,577 X_4$$

$$SE : (0,026) \quad (0,032) \quad (0,030) \quad (0,026)$$

Equation II

$$Y_2 = 0,219 X_1 + 0,179 X_2 + 0,096 X_3 + 0,406 X_4 + 0,337 Y_1$$

$$SE : (0,053) \quad (0,053) \quad (0,042) \quad (0,066) \quad (0,140)$$

Information :

1. X1 = Trust Variable
2. X2 = Promotion Variable
3. X3 = E-Service Quality Variable
4. X4 = Easiness Variable
5. Y1 = Consumer Satisfaction Variable



6. Y2 = Repurchase intention Variable

1. Test the intervening effect of trust on repurchase intention with consumer satisfaction as an intervening variable

The Sobel test tells whether a mediator variable significantly carries the influence of an independent variable on a dependent variable, i.e., whether the indirect effect of the independent variable on the dependent variable through the mediator variable is significant. The results of the Sobel test statistic: 2.36976622, One-tailed probability: 0.00889967, and Two-tailed probability: 0.01779934 indicate that satisfaction is an intervening variable that connects Trust with Repurchase Intention. From the multiple regression analysis results, the direct influence of trust on repurchase interest is 0.219, the extent of the impact of trust on consumer satisfaction is 0.351, and the impact of consumer satisfaction on repurchase interest is 0.337. Thus, the indirect effect of trust on repurchase intention through consumer satisfaction is $0.351 \times 0.337 = 0.118$, so the total influence of trust on repurchase intention through consumer satisfaction as an intervening variable is $(0.219 + 0.118) = 0.337$. The intervening test results show that trust's total influence on repurchase intention through consumer satisfaction is 0.337. In addition, because the direct and indirect effects of trust on repurchase intention through consumer satisfaction are all significant, the consumer satisfaction variable partially mediates.

2. Test the effect of promotional interventions on repurchase interest with consumer satisfaction as an intervening variable

The results of the Sobel test statistic: 2.29716102, One-tailed probability: 0.01080479, and Two-tailed probability: 0.02160959 indicate that satisfaction is an intervening variable that links Promotion with Repurchase Intention. From the results of multiple regression analysis, the magnitude of the direct influence of Promotion on repurchase intention was 0.179, the extent of the influence of Promotion on consumer satisfaction was 0.246, and the impact of consumer satisfaction on repurchase intention was 0.337. Thus, the indirect effect of Promotion on repurchase intention through consumer satisfaction is $(0.246 \times 0.337) = 0.083$. The magnitude of the total influence of promotional variables on repurchase intention through consumer satisfaction as an intervening variable is $(0.179 + 0.083) = 0.262$. In addition, because the direct and indirect effects of Promotion on repurchase intention through consumer satisfaction are all significant, the Satisfaction variable partially mediates.

3. Test the Intervening Effect of E-Service Quality on Repurchase Intention with Consumer Satisfaction as the Intervening Variable

The results of the Sobel test statistic: 2.20302514, One-tailed probability: 0.01379649, and Two-tailed probability: 0.02759298 indicate that satisfaction is an intervening variable that connects E-Service Quality with Repurchase Intention. The results of multiple regression analysis show that the direct influence of e-service quality on repurchase interest is 0.096, the impact of e-service quality on consumer satisfaction 0.064, and the influence of consumer satisfaction on repurchase intention 0.337. Thus, the indirect effect of e-service quality on



repurchase intention through consumer satisfaction is $(0.164 \times 0.337) = 0.055$. The magnitude of the total influence of e-service quality on repurchase intention through consumer satisfaction as an intervening variable is $0.096 + 0.055 = 0.151$. The direct and indirect effects of e-service quality on repurchase intention through consumer satisfaction are significant, so the Satisfaction variable partially mediates.

4. Test the intervening effect of Easiness on repurchase intention with consumer satisfaction as the intervening variable

The results of the Sobel test statistic: 2.39310635, One-tailed probability: 0.00835320, and Two-tailed probability: 0.01670640 indicate that satisfaction is an intervening variable that connects Easiness with Repurchase Intention. The results of multiple regression analysis show that the direct effect of Easiness on repurchase interest is 0.406, the impact of Easiness on consumer satisfaction = 0.557, and the influence of consumer satisfaction on repurchase interest = 0.337. Thus, the indirect effect of Easiness on repurchase intention through consumer satisfaction is $(0.557 \times 0.337) = 0.188$. The total effect of Easiness on repurchase intention through consumer satisfaction as an intervening variable is $0.406 + 0.188 = 0.594$. Because the direct and indirect impacts of Easiness on repurchase intention through consumer satisfaction are all significant, the satisfaction variable partially mediates.

From this intervening test, it was found that the total influence of Easiness (0.594) had the greatest impact in influencing Repurchase Intention through Consumer Satisfaction compared to the variables Trust (0.337), Promotion (0.262), and E-Service Quality (0.151). Thus, sequentially, consumers will be satisfied and make repeat purchases, influenced by Easiness, Trust, Promotion, and E-Service Quality factors.

Conclusion

The results showed that trust, promotion, e-service quality, and easiness significantly and positively affected satisfaction and repurchase intention. Accessing Tokopedia for shopping will increase consumer satisfaction at Tokopedia to attract consumer repurchase interest. E-service quality has the slightest influence on consumer satisfaction and repurchase intention, especially regarding Tokopedia guaranteeing the security of every user transaction, which gets the lowest rating from consumers. Tokopedia must guarantee the security of every user who makes a transaction by blocking shops in Tokopedia that make payment transactions outside of the application or splitpay. Easiness had the most significant impact on repurchase intention through consumer satisfaction compared to the variables trust, promotion, and E-service quality.

The hypothesis tests reveal that trust, promotions, e-service quality, and easiness significantly impact consumer satisfaction and positively affect repurchase intention at Tokopedia. Trust reduces concerns about online shopping risks, while attractive promotions like free shipping and discount vouchers enhance consumer satisfaction. E-service quality, including user-friendly internet-based services, allows consumers to gauge satisfaction levels from previous customers quickly. Easiness, such as finding products and completing transactions effortlessly, contributes to customer satisfaction. Furthermore, trust, promotions, e-service quality, and easiness also directly influence repurchase intention, with satisfied consumers showing a higher likelihood of returning to Tokopedia for future purchases. These



findings are supported by various studies, demonstrating the integral role of consumer satisfaction as a mediator between these factors and repurchase intentions.

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